

## CLAIMS

1. Device for positioning a tubular label at a pre-established height from a bottle bottom in a rotating labelling machine of a type equipped with a drum around which the tubular label is formed, and adapted to support the bottle to be labelled on an upper base, said drum being able to vertically translate in order to take the bottle inside the formed tubular label, characterised in that it provides stopper members of the lower label edge placed in a semi-circle at a pre-established height from the bottle bottom when the bottle is housed on the tubular label winding drum, the semi-circle diameter having to be such as to allow the vertical bottle translation during the bottle transfer step into the formed tubular label and to guarantee an elastic adaptation condition to the external and variable bottle surfaces.

2. Device according to claim 1, characterised in that it provides stopper members secured to the bottle supporting drum base.

3. Device according to claim 1, characterised in that it provides stopper members secured to a bracket that can be moved according to two Cartesian axes in order to approach or move away from the drum axis and to be vertically moved according to an axis parallel to the drum axis.

4. Device according to claim 1, characterised in that it comprises, in combination with label stopper members, means for keeping the position during the bottle transfer step from the labelling machine to a conveyor in which a first heat-shrinkage step occurs that is enough to keep the label in position for the final heat-shrinking step.

5. Device according to claim 4, characterised in that it provides elastic members for holding in position labels fitted onto the bottles in turn inserted in pits of a star conveyor.

6. Device according to claim 1 or 2, characterised in that the stopper members of the lower label edge comprise a plurality of small vertical walls (2) arranged as a semi-circle on

a collar (3) adapted to be secured to the upper base of the winding drum (5).

7. Device according to claim 1, 2 or 3, characterised in that it provides vertical pins (11) that support a semi-circle bracket (12) on which limit switches (13) are radially secured, said vertical pins being able to be fixed to the upper base of the winding drum or to
- 5 a bracket equipped with at least two movements along Cartesian axes.